



## Introducing the Main Street Standardized Pedestrian Signage Program



### What can a sign do for my business?

**Get their attention!** Overhead signs help people navigate an area and easily identify businesses from the pedestrian's point of view.

**They hang** in a spot where the eye is already scanning - *ahead and at your doorway.*

### How do they enhance my location?

**A uniform format** makes the sign easier to spot in its surrounding visual environment since it better "trains" pedestrians' eyes as to what to look for.

**They enhance the *uniqueness*** of Huntsville's Downtown Historical District.

**They help to "brand"** downtown as a single shopping destination.

**And they tie your business in as a part of the team**, by putting to work what shopping malls have worked with forever *unified sign design.*

# Production Process



Sign “blanks” will be mass produced, beveled and primed to lower the cost of the signs.

Your shop or business name will be hand-lettered on both faces of your sign when the order is placed.

---

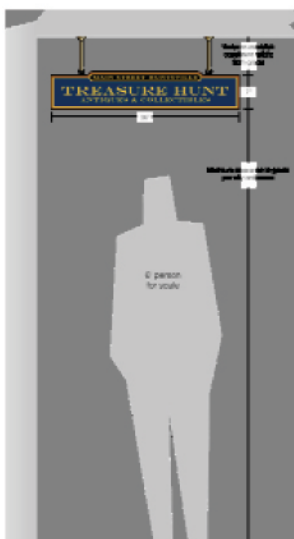
## Additional Panels

Additional information that does not fit the main sign can be attached as one or more secondary panels. Seven foot minimum clearance from grade has to be maintained by repositioning the mounting hardware.



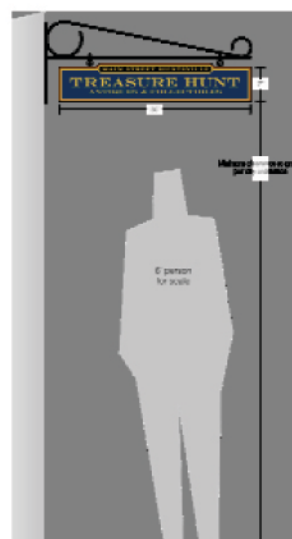
There would be a fee of \$97.00 for each additional sign attachment.

---



### Sign Hanger to Marquee

Sign hangers will be bolted to the overhanging surfaces of the solid awnings or other overhangs near business entries. Signs will then be suspended from the metal hanger.



### Sign Hanger to Front Wall

On buildings without awnings, the sign will hang from a custom made iron hanger that will be bolted to building walls beside entries. These iron hangers are an additional cost of \$80.00.

# Pricing

## What's it going to cost me, Hutch?

The Huntsville Main Street Program is covering all setup fees for this program and will contribute the first \$30.00 of each sign. (Limited to one per business)

Sign Production (Double-Sided) .....	\$ 55
Hand lettering .....	\$ 125
Assembly and hanging .....	+\$ 25
Cost Per Sign (Double-Sided) .....	\$ 205
Huntsville Main Street pays part of the cost ~	-\$ 30
<u>Final cost to merchant .....</u>	<u>\$ 175 installed</u> (without iron hanger)

Secondary Panels (Add-On)

Cost Per Add-On Panel (Double-Sided) ..... \$ 97

Iron Sign Hanger (Add-On) ..... \$ 80

For information on how to order your sign, please contact  
Harold Hutcheson at the Huntsville Main Street Office.  
936-291-5920

